

ANNUAL EEO PUBLIC FILE REPORT

WHBF

August 1, 2014 through July 31, 2014

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WHBF

The information contained in this Report covers the time period beginning August 1, 2013 to and including July 31, 2014 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from August 1, 2013 through July 31, 2014

Station(s) Comprising the Station Employment Unit: WHBF

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Sales Assistant	7-15-13	LLLL	5	A-B, D-F, I-M, O-S, V-JJ, LL-ZZ, BBB, EEE-PPP, SSS-VVV, YYY, AAAA-EEEE, GGGG-IIII, KKKK
2	Janitor/Building Maintenance	3-3-14	SSSS	4	A, D-F, I-M, O-S, V-Y, AA-JJ, LL-YY, FFF, HHH-III, LLL, NNN-OOO, TTT-VVV, XXX-YYY, BBBB-EEEE, GGGG-IIII, KKKK, SSSS
3	Producer	2-24-14	LLLL	6	A, C-F, H-YY, AAA-WWW, YYY-ZZZ, BBBB-LLLL
4	Weekend Sports Anchor	8-16-13	TTT	2	A, C-F, H-YY, AAA-WWW, YYY-ZZZ, BBBB-KKKK
5	Digital Media Manager	2-17-14	RRRR	3	A-B, D-F, I-M, O-S, V-Y, AA-JJ, LL-ZZ, FFF, HHH-III, LLL, NNN-OOO, TTT-VVV, YYY, AAAA-EEEE, GGGG-IIII, KKKK, RRRR
6	Multimedia Journalist	12-4-13	TTT	6	A, C-F, H-YY, AAA-WWW, YYY-ZZZ, BBBB
7	Multimedia Journalist	1-6-14	MMMM	6	A, C-F, H-YY, AAA-ZZZ, BBBB-KKKK, MMMM
8	Multimedia Journalist	5-19-14	TTT	9	A, C-F, H-YY, AAA-WWW, YYY-ZZZ, BBBB-KKKK
9	Multimedia Journalist	6-2-14	TTT	9	A, C-F, H-YY, AAA-WWW, YYY-ZZZ, BBBB-KKKK
10	News Editor	12-27-13	MMMM	2	A, C-F, H-YY, AAA-WWW, YYY, BBBB-KKKK
11	Master Control Operator	1-28-14	LLLL	6	A, D-F, I-M, O-S, V-JJ, LL-ZZ, BBB, DDD, FFF, HHH-III, LLL-OOO, SSS-VVV, YYY, BBBB-EEEE, GGGG-IIII, KKKK-LLLL
12	Master Control Operator	5-2-14	LLLL	4	A, D-F, I-M, O-S, V-JJ, LL-ZZ, DDD, FFF, HHH-III, LLL-OOO, SSS-VVV, YYY, BBBB-EEEE, GGGG-IIII, KKKK-LLLL
13	Morning News Anchor/Prod	4-14-14	TTT	2	A, C-F, H-YY, AAA, CCC-DDD, FFF, HHH-III, LLL-OOO, QQQ-WWW, YYY-ZZZ, BBBB-KKKK
14	Account Executive	3-24-14	RRRR	2	A-B, D-F, I-M, O-S, V-JJ, LL-ZZ, BBB, FFF-III, LLL-OOO, SSS-VVV, YYY, AAAA-EEEE, GGGG-IIII, KKKK, RRRR
15	Account Executive	6-2-14	MMMM	3	A-B, D-F, I-M, O-S, V-KK, LL-ZZ, FFF-III, LLL-OOO, SSS-VVV, YYY, AAAA-EEEE, GGGG-IIII, KKKK, MMMM

16	Account Executive	7-7-14	RRRR	6	A-B, D-F, I-M, O-S, V-JJ, LL-ZZ, BBB, FFF-III, LLL-OOO, SSS-VVV, YYY, AAAA-EEEE, FFFF-IIII, KKKK, RRRR
17	Digital Media Manager	7-28-14	RRRR	3	A-B, D-F, I-M, O-S, V-JJ, LL-ZZ, BBB, FFF-III, LLLL-OOO, SSS-VVV, YYY, AAAA-EEEE, GGGG-IIII, KKKK, RRRR

Total Number of Persons Interviewed During Applicable Period: 78

Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2013 through July 31, 2014

Station(s) Comprising the Station Employment Unit: WHBF

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	American Broadcasting School*	Michelle McConnell	712 N. Watson Rd. Arlington, TX 76011	817-695-2474	Y	
B	American Institute of Business *	Jane DeHaven	2500 Fleur Drive Des Moines, IA 50320	515-246-5342	Y	
C	American University-Washington DC	None	5th Floor, Butler Pavillion 4400 Massachusetts Ave NW Washington, DC 20016	None		
D	Art Institute Of Colorado*	Christine Pacheco	Career Services Dept 1200 Lincoln St Denver, CO 80203	303-824-4913	Y	
E	Augustana College	Lisa Slater	639 38th Street Rock Island, IL 61201	309-794-7339		
F	Ball State	None	2000 W. University Ave Muncie, IN 47306	765-285-1522		
G	<i>Black Hawk College website *</i>	Bruce Storey	6600 34th Ave. Moline, IL 61265	309-796-5129	Y	
H	Boston College	Derek Cameron	Southwell Hall	617-552-4774		

			38 Commonwealth Avenue Chestnut Hill, MA 02467			
I	Bradley University *	Sandy McDermott	Smith Career Center 1501 W. Bradley Ave. Peoria, IL 61625	309-677-2510	Y	
J	Broadcast Center*	Kara Savio	2360 Hampton Avenue St. Louis, MO 63139	314-647-8181	Y	
K	Brown College *	Karl Baumeister	1440 Northland Dr. Mendota Heights, MN 55120	651-905-3499	Y	
L	Brown Mackie College – Quad Cities*	Rochelle Streeter	2119 E. Kimberly Rd Bettendorf, IA 52722	563-344-1503		
M	Buena Vista University *	Brenda Dodge	610 W. 4th St.; Storm Lake, IA 50588	712-749-2440	Y	
N	CCNMA: Latino Journalists of California	None	USC Annenberg School of Communication and Journalism 727 W. 27th St. Room 201 Los Angeles, CA 90007	213-821-0075		
O	<i>Central College Career Center *</i>	Pat Kitzman	812 University Ave. Pella, IA 50219	641-628-5271	Y	
P	Chinese Mutual Aid Assoc. *	Romy Arrieta	1016 W. Argyle St. Chicago, IL 60640	773-784-2900	Y	
Q	Clarke University*	Lindsay Adolphs	1550 Clarke Drive Dubuque, IA 52001	563-588-6302		
R	Clinton Community College *	Marcus Harris	1000 Lincoln Blvd. Clinton, IA 52732	563-244-7012	Y	
S	COE College*	Judith Dirks	1220 1st Avenue NE Cedar Rapids, IA 52402	319-399-8844	Y	
T	Collective Talent	Michael Billie	1721 Richardson Place Tampa, FL 33606	813-254-9695		

U	Columbia College – Chicago	None	600 S. Michigan Ave. Chicago, IL 60605	None		
V	Commission on the Status of African Americans	Kim Cheeks	Dept of Human Rights Lucas State Office Building Des Moines, IA 50319	515-281-3274		
W	Davenport Civil Rights*	Beth Badillo	226 W. 4th Street Davenport, IA 52801	563-326-7888	Y	
X	Davenport NAACP *	Robert Jackson Jr.	PO Box 3661 Davenport, IA 52808	563-579-8378	Y	
Y	<i>Drake University*</i>	Annette Watson	2507 University Ave. Des Moines, IA 50311	515-271-4715	Y	
Z	Drake University* Journalism School	Shari Tennly	118 Meredith Hall Des Moines, IA 50311	515-271-3194	Y	
AA	Eastern Illinois University *	Jan Stevens	Career Services 600 Lincoln Ave, 1301 HSC Charleston, IL 61920	217-581-2412	Y	
BB	Emerson College	Mary Sullivan	Career Services 120 Boylston St. Boston, MA 02116	617-824-8586		
CC	EPICS (External Programs, Internships & Career Services)	Heather Trulock	2240 Campus Dr. Room 1-184 Evanston, IL 60208	847-467-0270		
DD	George Washington Carver Assoc.*	Angelic Watson	710 Percy Baker Junior Ave. Peoria, IL 61605	309-674-9219	Y	
EE	Handicapped Development Center*	Hilary Spengler	3402 Hickory Grove Rd Davenport, IA 52806	563-391-4834	Y	
FF	<i>Hawkeye Community College*</i>	Kate Von Tersch	PO Box 8015 1501 E. Orange Rd. Waterloo, IA 50704-8015	319-296-4297	Y	
GG	<i>Illinois Broadcaster's Assoc. *</i>	Erin Camfield	200 Missouri Avenue Carterville, IL 62918	618-985-555	Y	
HH	Illinois Center for Broadcasting *	Edgar Ybarra	455 Eisenhower Lane S.	630-916-1700	Y	

			Suite 200 Lombard, IL 60148			
II	<i>Illinois Central College *</i>	Dawn Gries	One College Dr. CC207 East Peoria, IL 61635-0001	309-694-5321	Y	
JJ	IL Dept. Of Employment Security *	Jane Verplaetse	500 42nd Street Suite 1 Rock Island, IL 61201	309-794-3619	Y	
KK	Illinois News Broadcasters Assoc. *	Bob Roberts	The Job File 815 Long Road Glenview, IL 60025-3353	847-729-6397	Y	
LL	<i>Illinois QC Chamber of Commerce*</i>	Jessica Royster	622 19th Street Moline, IL 61201	309-757-5416	Y	
MM	Illinois State University *	Denise Thomas	Campus Box 4480 Normal, IL 61760-4480	309-438-3645	Y	
NN	<i>Indiana Univ. School of Journalism *</i>	Marcia Debnam	Ernie Pyle Hall 202 940 E. 7th St. Bloomington, IN 47405	812-855-1704	Y	
OO	<i>Iowa at Work *</i>	Duane Denlinger	Kahl Center 326 W. 3rd St. Suite #910 Davenport, IA 52801	563-336-3469	Y	
PP	<i>Iowa Broadcasters website*</i>	None	www.iowabroadcasters.com	None	Y	
QQ	Iowa Lakes Community College*	Bob Pritchard	300 S. 18th Street Esterville, IA 51334	712-362-7914	Y	
RR	<i>Iowa State University*</i>	Mary Ullestad- Heneke	LAS Career Services 202 Catt Hall Ames, IA 50014	515-294-4841	Y	
SS	Iowa Wesleyan College*	Heidi Seegers	601 N Main Street Mount Pleasant, IA 52641	319-385-6375	Y	
TT	<i>Iowa Works *</i>	None	902 W. Kimberly Rd. Suite 51 Davenport, IA 52806	563-445-3261	Y	2
UU	<i>Jackson State University*</i>	Alisa Hughes	1400 J R Lynch Street PO Box 17280 Jackson, MS 39217	601-979-2477	Y	
VV	Japanese American Service	Carol Yoshino	4427 N. Clark St.	773-275-0097	Y	

	Committee*		Chicago, IL 60640	x223		
WW	Kaplan University*	Carrie Chin	550 W Van Buren Street Chicago, IL 60607	866-522-7747 #46223	Y	
XX	Kaplan College *	Lisa Zerbonia	1801 E. Kimberly Rd. Ste. 1 Davenport, IA 52807	563-441-2492	Y	
YY	Leadership Institute*	Emily Miller	1101 N Highland St Arlington, VA 22201-5341	703-247-2000	Y	
ZZ	Madison Media Institute*	None	2702 Agriculture Drive Madison, WI 53718	None	Y	
AAA	Marquette University	None	https://www.myinterfase.com/marquette/employer/	None		
BBB	Martin Luther King Community Center	Pearline Morrow	630 Martin Luther King Drive Rock Island, IL 61201	309-732-2998	Y	
CCC	<i>Medialine *</i>	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	Y	
DDD	Medill School of Journalism Northwestern University	Jim O'Brien	1845 Sheridan Road Evanston, IL 60208	847-491-5634		
EEE	Missouri School of Journalism	Barbara Willis	76 G Gannet Hall University of Missouri Columbia, MO 65211	573-882-0373		
FFF	<i>National Lesbian & Gay Journalist Assoc.</i>	Bach Polakowski	2120 L Street NW Suite 580 Washington, DC 20037	202-588-9888		
GGG	<i>North Dakota State College*</i>	Kijia Homes	800 6th St. N. Wahpeton, ND 58076	701-671-2258	Y	
HHH	<i>Northwestern Univ Career Services*</i>	Dianne Siekmann	620 Lincoln Avenue Evanston, IL 60208	847-491-5785	Y	
III	Ohio University	Debbie Lax	533 Baker Center Athens, OH 45701	740-593-1392		
JJJ	Partners in Job Training *	Carol Slavish	1504 Third Avenue Rock Island, IL 61201	309-793-5200	Y	
KKK	Partners in Job Training *	Dave Flowers	4703 16th Street Moline, IL 61265	309-736-9626 *106	Y	
LLL	Scott Community College *	Amy O'Shaughnessy	Belmont Campus Rm#3101 500 Belmont Rd.	563-441-4020	Y	

			Bettendorf, IA 52722			
MMM	Simpson College	Jennifer del Pino	701 North C Street Indianola, IA 50125	515-961-1667		
NNN	Southern IL University *	Michelle Garrett	Career Services MC 4703 900 S. Normal Ave Carbondale, IL 62901	618-453-7115	Y	
OOO	<i>St. Ambrose University *</i>	Kim Matteson	518 W. Locust Davenport, IA 52803	563-333-6392	Y	
PPP	<i>Success Network*</i>	Dave Flowers	4703 16th Street Suite H Moline, IL 61265	309-736-9626	Y	
QQQ	Syracuse University	None	235 Schine Center 303 University Place Syracuse, NY 13244	315-443-3616		
RRR	Texas State University	None	Career Services 601 University Drive San Marcos, TX 78666	515-245-2645		
SSS	Truman State University*	Kay Cowen	100 E Normal Kirksville, MO 63501	660-785-4353	Y	
TTT	<i>TV Jobs website*</i>	None	www.tvjobs.com	None	Y	
UUU	United Neighbors Inc.*	Ida Johnson	808 N. Harrison St. Davenport, IA 52803	563-322-7363	Y	
VVV	University of Dubuque*	Dr. Amy Baus	2000 University Avenue Dubuque, IA 52001	563-589-3128	Y	
WWW	University of Georgia*	None	Career Center Clark Howell Hall, 2nd Floor Athens, GA 30602-3332	706-542-3375	Y	
XXX	University of Illinois	Jessica Leach	18 Gregory Hall, MC-477 810 S. Wright St. Urbana, IL 61801	217-244-4329		
YYY	<i>Univ. Of Iowa *</i>	Sherry Hingtgen	100 Pomerantz Ctr. Ste. 310 Iowa City, IA 52242	319-335-3196	Y	
ZZZ	University of Miami	None	Toppel Career Center 1306 Stanford Drive Coral Gables, FL 33146	None		

AAAA	<i>University of Missouri*</i>	Barbara Willis	201 Student Success Center Columbia, MO 65203	573-882-0373	Y	
BBBB	Univ. Of Northern Iowa *	Kris Peterson	Dept. of Communication Studies 102 Gilchrist Hall Cedar Falls, IA 50614-0384	319-273-6857	Y	
CCCC	Univ. Of Northern Iowa *	Ronnie Bankston	326 Lane Hall Cedar Falls, IA 50614-0139	319-273-6244	Y	
DDDD	University of Wisconsin- Madison*	Dustin McGinnis	5115 Vilas Hall 821 University Avenue Madison, WI 53706	608-263-4898	Y	
EEEE	<i>University of Wisconsin* Platteville – Career Center</i>	Diana Trendt	1 University Plaza 0200 Ullsvile Hall Platteville, WI 53818-3099	608-342-1183	Y	
FFFF	USC-Los Angeles*	Tim Burgess	tburgess@usc.edu	None	Y	
GGGG	<i>Vincennes University *</i>	Rick Coleman	Broadcasters Dept., 1002 N. 1st St. Vincennes, IN 47591	812-888-4280	Y	
HHHH	Wartburg College*	Derek Solheim	Career Services 100 Wartburg Blvd Waverly, IA 50677	319-352-8425	Y	
IIII	Western IL University *	Sam Edsall	1 University Circle Macomb, IL 61455	309-298-2132	Y	
JJJJ	Winthrop University	None	701 Oakland Avenue Rock Hill, SC 29733	None		
KKKK	Winona State University*	None	PO Box 5838 Maxwell 314 Winona, MN 55987	507-457-5878	Y	
LLLL	Station website - cbs4qc.com	None	jwalls@cbs4qc.com www.cbs4qc.com	None		4
MMMM	Nexstar.tv	Terri Bush	www.nexstar.tv	972-373-8800		3
NNNN	QC Times	None	563-383-2433 fax	None		
OOOO	Rock Island Argus/Dispatch	None	309-797-0336 fax	None		
PPPP	Spots-N-Dots	None	ads@spotsndots.com	None		

QQQQ	Agency Referrals	N/A	N/A	N/A		
RRRR	Word-of-Mouth Employee Referrals	N/A	N/A	N/A		4
SSSS	Craigslist	None	www.craigslist.com	None		4

Appendix 3 to Annual EEO Public File Report

Covering the Period from August 1, 2013 through July 31, 2014

Station(s) Comprising the Station Employment Unit: WHBF

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WHBF

	Recruitment Initiative	Description
1	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	Through the years, WHBF has been involved in helping members of the community achieve their educational goals. WHBF recruits students interested in the broadcast industry by widely advertising our internship programs at career fairs and by educating managers to mention this opportunity when speaking with members of the community. Letters of Agreement are filled out by the prospective intern and approved by a professor of the university and an evaluation is performed at the end of the intern's term. WHBF also lists internship openings with various universities and free publications. During the summer semester of 2014, WHBF hosted 1 intern from Northern Illinois University.
2	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Equal Employment Opportunity Meetings are held periodically to educate department heads regarding their roles and responsibilities in the EEO process and to ensure that all departments are hiring and promoting in a non-discriminatory fashion. We require all managers with hiring authority to participate in these meetings and in discussions regarding upcoming job fairs and other recruitment activities. Minutes of these meetings are kept in the business office's EEO file. Sister station, KLKN, had a hiring representative present at an EEO seminar put on by a law firm in Lincoln, Nebraska. WHBF Business Manager reviewed the seminar presentation document regarding EEO analysis. WHBF Business Manager created memo for other Citadel stations to review checklist for annual EEO analysis.
3	Listing openings in a job bank or newsletter of a media trade group with broad-based	WHBF participates in job banks and internet programs with many organizations, as outlined above in italics, including the Illinois Broadcaster's

	membership, including participation of women and minorities	Assoc., Drake University Job Bank, IA Workforce Development, IL Dept. of Employment Security, Skills Incorporated, etc. These organizations have programs designed for outreach generally, and are not primarily directed to providing notification of specific job vacancies. (See italicized sources on recruiting source list in Section 2.)
4	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Business Manager and Business Assistant attended career fair at local university (Augustana) on 9/24/13. Displayed internship opportunities and there was a lot of interest in those.
5	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Business Manager and Business Assistant attended career fair at local high school (Rock Island High School) on 11/20/13. Displayed job offerings at a TV station and internship opportunities.
6	Participation in activities designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	WHBF created a television spot which airs approximately every day at varying times. The spot: 1) invites organizations that distribute information about employment opportunities to contact WHBF to be added to our mailing list and 2) informs job seekers to check WHBF's website for postings of current openings. The spot confirms that WHBF is an Equal Opportunity Employer.